

Remarkable Prices for Coming Week.



IN the beginning of a season it is but natural that preference should be given to the higher priced Millinery. Now that the first rush is over we are bending every energy to push our popular priced Millinery. It has just been unpacked. It is exceptional in style, each piece of headwear being fashioned after exclusive patterns. It is a beautiful stock, comprising exquisite, moderate priced conceptions. This Millinery is divided into two classes—\$2.50 to \$5.00—and \$5.00 to \$12.50.

The little prices for the coming week are the most effective, the most striking it has been our pleasure to offer the trade. These specials are the logical outcome of a prearranged plan to control a large proportion of the trade, for the effort represents our best endeavors. The week, therefore, should be a great success.

Our friends, the people, are offered these splendid inducements, these magnificent values with a feeling that they will be appreciated. These reductions are so unusual that they are certain to arouse admiration and elicit hearty response.

Exclusive Tailored Suits.

Research and Critical Selection Have Brought Here Styles of Every Description.

It has reached that part of the season where new goods are arriving in great quantity. More room is imperative in the cloak and suit department.

Strong reductions are therefore in force.

Seldom does one have opportunity equal to this to obtain a tailor made suit of such high character.

One of the Best Values Ever Offered for the Money.

These Suits, correct in every style essential, are for women and misses. The women's suits are of imported Venetian, Panama and Shepherd's plaid, in blue, black, brown, green and garnet, redingote styles and blouse effects; plaid sleeves with turn back cuffs, full shawl collar trimmed with silk braid. The skirts hang perfectly. Worth \$25 and \$35, for

\$19.75



Ourfalion's Collection of Oriental Rugs.

It is a great assemblage of fine Turkish and Persian Rugs and Carpets. It is the only exclusive collection in Salt Lake. And people who expect to pay big prices are invariably surprised at the rugs being sold at such exceedingly reasonable prices. West Balcony.

Brass and Iron Beds.

Artistic Designs, Best Materials, Finest Finish.

When these bed-room requisites are needed one is prone to think of the furniture store. And if that inclination is followed you spend more money than is necessary. A bit of investigation will turn your footsteps in the direction of economy. And economy invariably leads to our store—to the basement in the case of metal beds. The difference in prices there, and for a similar bed elsewhere are so much in one's favor that one will save enough to assist materially on another large purchase.

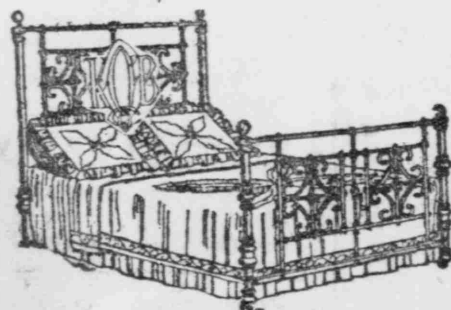
It is from these very low prices that the reductions are made.

\$90.00	All Brass Two Inch Pillars, extra Heavy Mounts, for—	\$71.00
\$75.00	All Brass Two Inch Pillars, extra Heavy Mounts, for—	\$64.00
\$70.00	All Brass Two Inch Pillars extra Heavy Mounts, for—	\$59.00
\$60.00	All Brass Two Inch Pillars extra Heavy Mounts, for—	\$50.50
\$39.00	All Brass One and a Half Inch Pillars, extra Heavy Mounts, for—	\$31.00
\$31.00	All Brass One and a Half Inch Pillars, extra Heavy Mounts, for—	\$25.75

Iron Beds Brass Trimmed

White and Colored Enamel With Decorated Chills all the Very Latest Designs.

\$20.00	—Inch and a Half Pillars for—	\$16.75
\$15.00	—Inch and a Half Pillars for—	\$12.00
\$12.50	—Inch and a Half Pillars for—	\$9.75
\$ 9.50	—Inch and a Half Pillars for—	\$ 7.45
\$ 6.50	—Inch and a Half Pillars for—	\$ 5.15
\$ 5.50	—Inch and a Half Pillars for—	\$ 4.50
\$ 3.25	—One Inch Pillars for—	\$ 2.75



Children's Brass and Iron Cribs

\$45.00	All Brass for	\$36.00
\$25.00	Brass Trimmed	\$19.75
\$19.00	Brass Trimmed	\$15.75
\$14.50	Brass Trimmed	\$11.75
\$11.00	Brass Trimmed	\$ 8.75

Ribbons.

Extra Fine Silk Taffeta and Satin Taffeta Ribbons, 3 to 5 inches wide—every imaginable color.

A beautiful Silk and Satin Taffeta—widths: 3 to 5 inches—any color you can ask for. All are first-class ribbons that sell everywhere for 65 and 40c a yard. Your choice of any widths or color from 35c and 40c at 19c

Queen Quality Black Taffeta Silks.

A new pure dye guaranteed black Taffeta silk is attracting attention throughout the country this season. Its manufacture is the culmination of years of textile experience, of long experimental effort to perfect a silk that under no circumstances would fade even in the slightest degree. Not only is the color dependably black but a peculiar wearing quality has been obtained. Every yard is guaranteed. It will take a strong position this season for shirt waist dresses. We felt the need of a fabric of this sort that we could rely upon—which would give perfect satisfaction.

To introduce this high grade, guaranteed taffeta for a week we shall make special reduced prices:

20-inch guaranteed	\$1.00 grade for 85c.
20-inch guaranteed	\$1.10 grade for 95c.
22-inch guaranteed	\$1.25 grade for \$1.00.
24-inch guaranteed	\$1.50 grade for 1.20.
20-inch Pure Dye	\$1.25 for \$1.10.
22-inch Pure Dye	\$1.75 for \$1.35.
24-inch Pure Dye	\$2.00 for \$1.55.

36-Inch White Wash Silks.

A value unusual at the reduced price. It is a beautiful piece of fabric, an exceptional value at the first price—an admirable bargain at the special one. A very popular silk for waists, \$1.25 value for

75c

A Heavier Grade Also Reduced.

A heavier grade has been retailed all the season at \$1.50 in this store. Quantities of this desirable fabric will enable us to give our friends an excellent inducement, 36-inch, at—

Pure Silk White Habutai.

Excellent and desirable for waists and children's wash dresses. At the reduced price we can assure our friends of a splendid saving—and at the same time given them a stirring bargain, 27-inch—

95c

45c

Keith-O'Brien

For \$1.45 to
65c \$2.00 Waists



WHITE WAISTS—Linen finish, pleated back and front, with tucked sleeves. Regular \$4.45. Special price—
COLORED POPLIN WAISTS—Same as white waists described above—light blue, dark blue, red and brown. Regular \$1.65. Special price—
WHITE FANCY LACY WAISTS—With embroidered straps down the front and shoulders—\$1.25 value. Special price—
FLANNEL WAISTS—Red and light blue and dark blue. Tucked back and front. All sizes. Good styles. Regular \$2.00. Special price—

65c

Boys' Spring Suits.

Perfect Fitting, New Stock at Little Prices.



The suits are made with a view to standing wear. The prices run from \$2.95, \$3.75 and up—any price you want to pay. Suits for school wear that will hardly wear out—suits for nice wear. We pay a little extra to get the special values, but our prices are not raised because of these special features. Buster Browns, double-breasted and Norfolk.

For Boys and Girls.

Girls' Jackets in covert serge and whip cord for ages from 4 to 14	\$4.95	Girls' black Silk Coats beautifully trimmed with lace and white silk braid prices from \$1.95 and up all to go at HALF PRICES. Sizes 8 to 10 years.
Coats of all kinds for the babies—plique, Bedford cord	\$1.95	A fine assortment of Wash Dresses, sizes 4 years to 14—Ginghams, Percales, 75 and 95c
Boys' Trousers, sizes 2 to 16—mixtures corduroy and serge—		Reefer Jackets for girls from 1 to 6 years, in blue, red and brown, nicely Conference prices \$1.25 trimmed in lace and braid.
65c for 52c	\$1.00 for 80c	
85c for 68c	\$1.25 for \$1.00	

Pithy Paragraphs Regarding "Redfern"

Redfern Styles are right for the prevailing fashions.

Redfern Corsets, acknowledged by our best dressers as the secret of their elegantly fitting gowns.

Redfern Styles make figure style. Too much attention cannot be given to the corset, as it makes or mars the figure effect of the whole.

The closest scrutiny reveals only exquisite work in a Redfern Model.

Redfern Corset beauty makes figure beauty.

Redfern Style is—your style if you desire to be in style.

The Redfern Corset is by all odds the most fashionable corset we can name.

